

ABSTRACT

The present invention can provide a mechanism whereby a user can obtain a desired content via a communication network and a content distributor loses no profits.

5 Identification information of each theater 3 and each video content screened at the theater 3 are registered. When a video content viewing request from a member 2 is accepted, the theater 3 which screens the content requested to be viewed is specified, the video content requested to be
10 distributed is distributed to the member 2 via a network, and an incentive for the video content distributed to the member 2 is given to the theater which screens the video content requested to be viewed.